

CORPORATE PARTNERSHIP OPPORTUNITIES

Partnering for the Future of Naturopathic Medicine – OAND 2027
Corporate Partnership Program.



About the OAND

For more than 75 years, the Ontario Association of Naturopathic Doctors (OAND) has stood at the forefront of advancing the naturopathic profession in Ontario. Today, our work is guided by four strategic commitments: Advocate for the Profession, Enhance Visibility and Understanding, Evolve the Association, and Sustain the Profession.

We bring these commitments to life through three core pillars: Membership, Education and Policy; Government Relations and Advocacy; and Events and Community. Through strong advocacy and system partnerships, we champion modernization and integration within Ontario's health care system. Through policy leadership and professional development, we strengthen standards and elevate public confidence. And through meaningful connection and shared purpose, we cultivate a vibrant, resilient professional community.

Together, we are building a modern, sustainable association — ensuring Naturopathic Doctors are recognized, empowered, and positioned to serve Ontarians now and into the future.

Our Vision

Optimal healthcare for all Ontarians.

Our Values

Collaboration

Working together across diverse perspectives to achieve shared goals and foster innovation.

Integrity

Operating ethically, honestly and transparently in accordance with the principles of naturopathic medicine.

Our 2024–2027 Priorities

- Advocate for the Profession
- Enhance Visibility & Understanding
- Evolve the Association
- Sustain the Profession

Our Mission

To maximize the impact of NDs as key allies in Ontario's health care system.

Community

Fostering community through belonging, dignity, safety and encouraging shared understanding.

Excellence

Striving to uphold the highest standards, knowledge and skills.



2027 Corporate Partnership Tiers

	Tier Name	2027 Price
	Supporter Partner	\$2,000
	Patron Partner	\$4,000
	Champion Partner	\$7,500
	Visionary Partner	\$10,000
	Founding Partner	\$35,000

Why It Matters

In 2027, we're building on two years of renewed momentum, from our Centennial Gala to the launch of OAND's most ambitious government relations campaign yet, and turning that energy into lasting impact for the profession. As a corporate partner, your brand becomes part of a growing movement shaping how integrative, evidence-informed health care is delivered across the province.

On the following pages, you'll find a detailed breakdown of the benefits included in each tier, starting with the core value every OAND partner receives.

When You Partner with Us, You Gain:

- Trusted visibility among 1,100+ licensed Naturopathic Doctors and students across Ontario
- Meaningful engagement with clinic owners, decision-makers, and emerging leaders in health and wellness
- Access to premier events, including OANDCon27, our flagship conference and tradeshow
- A direct line to OAND's 2027 government relations campaign with a leading GR firm, advancing scope of practice modernization for Naturopathic Doctors across Ontario
- Recognition in key organizational milestones such as the 2026 Annual Impact Report (releasing Spring 2027)
- A year-round platform to showcase your brand, values, and innovations to a community built on trust, wellness, and impact
- Exclusive partnering opportunities to collaborate with provincial decision-makers alongside OAND, including private Leader Lunch or Dinner experiences with sector leaders (early Spring and early Fall)

Your partnership helps advance the naturopathic profession and positions your organization as a trusted ally in the next century of integrative care in Ontario.

New Corporate Partner Benefits Table

BENEFIT	SUPPORTER [\$2,000]	PATRON [\$4,000]	CHAMPION [\$7,500]	VISIONARY [\$10,000]	FOUNDING* [\$35,000]
Logo on OAND Website					
Recognition at AM With Logo Placement					
Social Media Features Included Per Year	1	2	3	4	6
Product Education Webinars Included	-	1	2	3	4
Annual Report Profile 2026 report releases Spring 2027	-	-	-	Half-page	Full-page
OANDCon27 Fireside Chat Sponsorship Main sponsor of Fireside Chat at 2027 conference	-	-	-	-	
GR & Advocacy Recognition Exclusive advertising placement across all OAND government relations & advocacy updates	-	-	-	-	

ADD-ON (Partner-Only)	SUPPORTER [\$2,000]	PATRON [\$4,000]	CHAMPION [\$7,500]	VISIONARY [\$10,000]	FOUNDING [\$35,000]
Social Media Posts	\$50 each	\$50 each	\$50 each	\$50 each	\$50 each
Dedicated Email to OAND Membership	\$250 each	\$200 each	\$150 each	\$100 each	3 Included, then \$50 each
eConnect + Homepage Carousel Ads	\$500 each	\$400 each	\$300 each	\$200 each	\$0
Booth at OANDCon27 October 1-2 2027	\$200 off	\$500 off	\$750 off	\$1,000 off	\$2000 off
Additional Annual Report Profile	\$100 off (qtr) or \$200 off (half)	\$100 off (qtr) or \$200 off (half)	\$100 off (qtr) or \$200 off (half)	\$200 off (qtr) or \$400 off (half)	Included
Additional Product Education Webinar	\$1,000 each	\$750 each	\$500 each	\$250 each	\$100 each

*Founding Partner support goes directly toward retaining a leading government relations firm to carry Ontario's scope of practice modernization across the finish line. Limited to 3 Founding Partners.

Founding Partner Opportunity

Our annual partnership tiers support OAND's programs and events year over year. Founding Partner is our top tier, a focused, time-bound commitment to a single outcome: modernizing scope of practice for Ontario's NDs, alongside a government relations firm and a small group of Founding Partners.

THE PROBLEM

Ontario's primary care system is at a breaking point and NDs are trained experts ready to care for Ontario patients.



2.3M

Ontarians with no primary care provider



3.1M

will live with major illness by 2040



54%

of women say the system fails their needs



1,700+

regulated NDs ready to help now

Sources: Ontario Gov't; Dalla Lana School of Public Health / OHA, 2024; Mainstreet Research, 2025; OAND



THE ASK

\$105,000 — A 12-Month Founding Partner Commitment

The groundwork is done: public polling, a full member survey, and a jurisdiction scan across Canada are complete. Now OAND is retaining a leading government relations firm — to take scope of practice modernization across the finish line.

\$35,000 already committed. Limited to 3 Founding Partners at \$35,000 each, together funding the full \$105,000 campaign commitment.

THE SOLUTION & WHAT IT DELIVERS



This requires no new legislation — just administrative and regulatory decisions government can make now: expanding where NDs can practise, modernizing prescribing authority, and ensuring NDs are not out of new primary care systems.



THE PROVEN MODEL: BRITISH COLUMBIA

- 20 – 30%+ of BC ND patients have no family doctor — NDs are their primary provider
- 45 – 60 min appointments vs. 10 – 15 min complete checkups
- Scope expanded since 2009 — Alberta Aligning by 2026. Ontario can lead, or follow



THE OPPORTUNITY FOR ONTARIO

- 1,700+ Naturopathic Doctors — trained and ready to serve ~2 million patients annually
- Directly aligned with Ontario's own \$3.4B budget 2026: Primary care investment
- \$57M–\$91M+ in avoided ED costs per year (Phases 1 & 2)

WHAT OUR MEMBERS ARE ALREADY TELLING US:



90%

say NDs are underutilized in Ontario



93%

have referred patients elsewhere for something they're trained to treat



85%

would expand care immediately with modernized scope

JOIN OUR FOUNDING PARTNERS



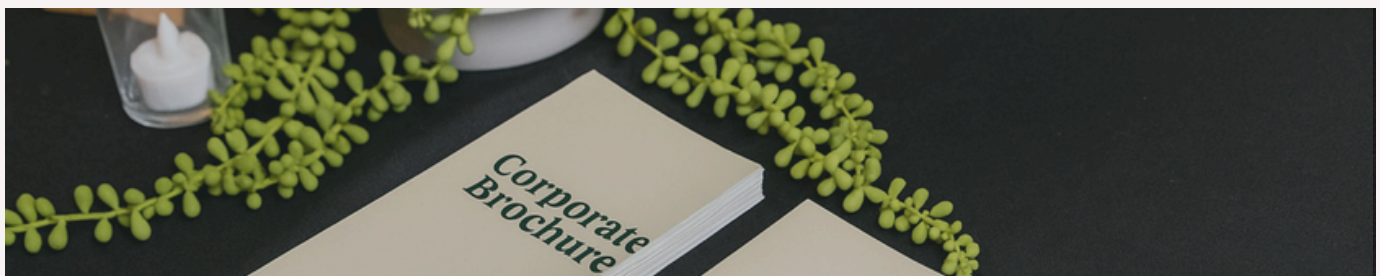
SUPER PATCH

YOUR LOGO
HERE

YOUR LOGO
HERE

Add-On Opportunities

Opportunity	Rate (2027)	Description
OANDCon27 October 1st & 2nd 2027 Sponsorship Opportunities	Diamond - \$20,000 (20x20 Booth) Emerald - \$7,500 (20x10 Booth) Platinum - \$5,000 (20x10 Booth)	Tailored opportunities for enhanced visibility and brand placement at OANDCon27, including digital, on-site, and networking exposure. A full event prospectus with sponsorship tiers and floorplan will be available at the beginning of 2027.
OANDCon27 Early Bird Sage Booth (price locked until April 30th, 2027)	Additional tiered discounts for partners \$3,000 (non-partner)	10'x10' premium booth, two exhibitor passes, lunch included, digital exhibitor listing, and priority location near entrance. Discounts available for Corporate Partners.
OANDCon27 Early Bird Cedar Booth (price locked until April 30th, 2027)	Additional tiered discounts for partners \$2,500 (non-partner)	10'x10' booth, two exhibitor passes, lunch included, and digital exhibitor listing. Discounts available for Corporate Partners.
Homepage Carousel Ad	Additional tiered discounts for partners \$1,000 (non-partner)	Rotating banner placement on OAND's homepage carousel and Member Portal Homepage for one month. Includes logo, link, and short promotional text — front-door visibility to every visitor, not just newsletter subscribers.
Product Education Webinars	Tiered Pricing for Partners only	One-hour live or on-demand webinar hosted on the OAND platform, co-branded and promoted to members. Includes event registration support and post-event attendee analytics.
Dedicated email to members	Tiered Pricing for Partners only	A single-send, partner-branded email to the OAND membership. Includes OAND approval, scheduling, and one link or call-to-action for registration or product promotion.



OANDCon27 Sponsorship & Booth Rates

Lock In Your Spot Before the Full Prospectus Releases

OANDCon27 is returning this fall on October 1-2, 2027 at the Toronto Congress Centre — and early bird pricing is now open. The top sponsorship tiers are limited, so reserve your spot before it opens to the wider market.

Opportunity	Early Bird Rate	Availability
Diamond Sponsor*	\$20,000	Only 1 available
Emerald Sponsor	\$7,500	Limited availability (6)
Platinum Sponsor	\$5,000	Limited availability (6)
Sage Booth	\$3,000 early bird (increases to \$3,500)	Discounts available based on partnership tiers
Cedar Booth	\$2500 early bird (increases to \$3,000)	Discounts available based on partnership tiers

*This is a separate, one-time opportunity independent of your annual partnership tier.

Why Act Now:

- Diamond Sponsor is capped at one organization. The first to commit secures it.
- Emerald and Platinum have limited spots and are expected to fill before the full prospectus is released; 10x20 booth sizes, 6 all access exhibitor passes, commercials, social posts and other added benefits.
- Sage and Cedar booth pricing at the early bird rate available now.

A full OANDCon27 sponsorship prospectus with tier benefits, floorplan, and booth locations, will be released in winter 2027. Reserve your spot now to lock in early bird pricing and guaranteed availability.



Interested in reserving a spot?

Contact us — info@oand.org

Let's Partner

Ready to Join or Renew?

We're welcoming a new chapter of collaboration. Whether your organization is new to OAND or returning after previous partnership, this year's enhanced program offers expanded opportunities to connect with Ontario's naturopathic doctors, students, and thought leaders.

How to Join

Select your preferred partnership tier and complete your registration online:

Click [**HERE**](#)

Why Now

OAND's 2027 Corporate Partnership Program builds on momentum that keeps growing: the energy of our Centennial year, the success of OANDCon26, and a government relations campaign with a leading GR firm that continues to gain real traction. This year, that momentum accelerates even further as we bring the profession together again through OANDCon27, taking place October 1-2 at the Toronto Congress Centre, along with year-round engagement opportunities and continued advocacy for scope modernization.

Together, we're not just supporting a profession, we're advancing the next era of integrative, person-centered health care in Ontario.

Questions? Custom Opportunities?

We'd be happy to discuss how your organization can make the most of this year's program.



Ready to Join or Renew?

Select your preferred partnership tier and complete your registration online, or reach out directly with any questions.

info@oand.org |



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